

Malibu Cultural Arts Commission
Regular Meeting Agenda

Tuesday, August 23, 2016

6:30 p.m.

**Malibu City Hall – Multi Purpose Room
23825 Stuart Ranch Road**

Call to Order – Chair

Roll Call – Recording Secretary

Approval of Agenda

Report on Posting of Agenda – August 19, 2016

1. Presentation

Ann Buxie - Creating a Poet Laureate in the City of Malibu

2. Written and Oral Communications from the Public, Commissioners, and Staff

A. Communications from the public concerning matters which are not on the agenda but for which the Cultural Arts Commission has subject jurisdiction. The Cultural Arts Commission may not act on these matters except to refer the matters to staff or schedule the matters for a future agenda.

B. Commissioner and Staff Comments and Reports

1. Commissioner Comments
2. Recreation Manager Updates
3. Commission Ad Hoc Committee Reports

3. Consent Calendar

A. Approval of Minutes

Staff Recommendation: Approve meeting minutes for the June 28, 2016 Cultural Arts Commission Regular Meeting.

Staff contact: Recording Secretary Saleaumua, 456-2489, ext. 349

B. Concert on the Bluffs Financial Report

Staff Recommendation: Receive and file the financial report for the Concert on the Bluffs.

Staff Contact: Recreation Manager Crittenden, 456-2489, ext. 337

4. Old Business

None.

5. New Business**A. City Hall Art Exhibit Space**

Staff Recommendation: Provide a recommendation to the City Council to 1) Install a photography exhibit featuring Fred Ward's historical work; 2) Approve funding of \$2,000 from Account No. 710-0000-2270-47 (Art Fund) for costs associated with the new exhibit; and 3) Develop a long-term calendar of exhibits.

Staff contact: Recreation Manager Crittenden, 456-2489, ext. 337

B. Arts Foundation Ad Hoc Committee

Staff Recommendation: Create and assign two Commissioners to the Arts Foundation Ad Hoc Committee.

Staff contact: Recreation Manager Crittenden, 456-2489, ext. 337

6. Items for Future Agenda

Staff Recommendation: Provide suggestions to staff regarding items to be included on upcoming Commission agendas.

Staff contact: Recreation Manager Crittenden, 456-2489, ext. 337

Adjournment**Future Meetings**

Tuesday, September 27, 2016	6:30 p.m.	Regular Meeting	City Hall Multipurpose Room
Tuesday, October 25, 2016	6:30 p.m.	Regular Meeting	City Hall Multipurpose Room
Tuesday, November 22, 2016	6:30 p.m.	Regular Meeting	City Hall Multipurpose Room

Guide to Cultural Arts Commission Proceedings

The Oral Communication portion of the agenda is for members of the public to present items which are not listed on the agenda, but are under the subject matter jurisdiction of the Cultural Arts Commission. No action may be taken under, except to direct staff, unless the Commission, by a two-thirds vote, determines there is a need to take immediate action and that need came to the attention of the City after the posting of the agenda. Although no action may be taken, the Commission and staff will follow up at an appropriate time on those items needing response. Each speaker is limited to three (3) minutes. In order to be recognized and present an item, each speaker must complete and submit to the Recording Secretary a Request to Speak form prior to the beginning of the item being announced by the Chair. Speakers are taken in the order slips are submitted.

Items in Consent Calendar Section A have already been considered by the Commission at a previous meeting where the public was invited to comment, after which a decision was made. These items are not subject to public discussion at this meeting because the vote taken at the previous meeting was final. Resolutions concerning decisions made at previous meetings are for the purpose of memorializing the decision to assure the accuracy of the findings, the prior vote, and any conditions imposed.

Items in Consent Calendar Section B have not been discussed previously by the Commission. If discussion is desired, an item may be removed from the Consent Calendar for individual consideration. Commissioners may indicate a negative or abstaining vote on any individual item by so declaring prior to the vote on the motion to adopt the entire Consent Calendar. Items excluded from the Consent Calendar will be taken up by the Commission following the action on the Consent Calendar. The Commission first will take up the items for which public speaker requests have been submitted. Public speakers shall follow the rules as set forth under Oral Communication.

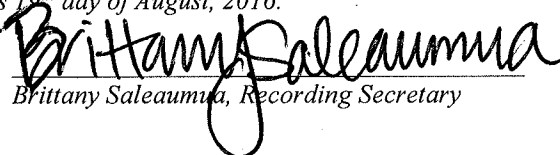
Old Business items have appeared on previous agendas but have either been continued or tabled to this meeting with no final action having been taken. Public comment shall follow the rules as set forth under Oral Communication.

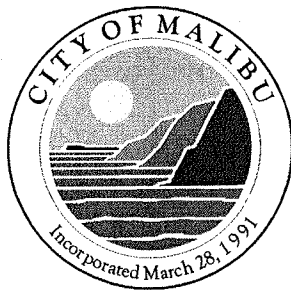
Items in New Business are items which are appearing for the first time for formal action. Public comment shall follow the rules as set forth under Oral Communication.

Copies of the staff reports or other written documentation relating to each item of business described above are on file in the Planning Department, Malibu City Hall, 23825 Stuart Ranch Road, Malibu, California, and are available for public inspection during regular office hours which are 7:30 a.m. to 5:30 p.m., Monday through Thursday and 7:30 a.m. to 4:30 p.m., Friday. Written materials distributed to the Planning Commission within 72 hours of the Planning Commission meeting are available for public inspection immediately upon distribution in the Planning Department at 23825 Stuart Ranch Road, Malibu, California (Government Code Section 54957.5(b)(2)). Copies of staff reports and written materials may be purchased for \$0.10 per page. Pursuant to state law, this agenda was posted at least 72 hours prior to the meeting.

The City Hall phone number is (310) 456-2489. To contact City Hall using a telecommunication device for the deaf (TDD), please call (800) 735-2929 and a California Relay Service operator will assist you. In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact Environmental Sustainability Director Craig George, (310) 456-2489, ext. 229. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. [28 CFR 35.102-35.104 ADD Title II]. Requests for use of audio or video equipment during a Commission meeting should be directed to Alex Montano at (310) 456-2489, ext. 227, or amontano@malibucity.org before 12:00 p.m. on the day of the meeting.

I hereby certify under penalty of perjury, under the laws of the State of California that the foregoing agenda was posted in accordance with the applicable legal requirements. Dated this 19th day of August, 2016.


Brittany Saleaumua, Recording Secretary



**Item
3.A.**

Cultural Arts Commission Agenda Report

To: Chair Gibbs and Members of the Cultural Arts Commission

Prepared by: Brittany Saleaumua, Administrative Assistant 

Approved by: Amy Crittenden, Recreation Manager 

Date prepared: August 15, 2016

Meeting date: August 23, 2016

Subject: Approval of Minutes

RECOMMENDED ACTION: Approve meeting minutes for the June 28, 2016 Cultural Arts Commission Regular Meeting.

DISCUSSION: Staff has prepared, reviewed, and revised draft minutes for the June 28, 2016 Cultural Arts Commission Regular Meeting. These minutes are presented to the Commission for approval.

ATTACHMENTS:

1. June 28, 2016 Regular Meeting minutes

MINUTES
CULTURAL ARTS COMMISSION
REGULAR MEETING
June 28, 2016
MALIBU CITY HALL
6:30 P.M.

CALL TO ORDER

Vice Chair Brickman called the meeting to order at 6:33 pm.

ROLL CALL

The following persons were recorded in attendance by the Recording Secretary:

PRESENT: Vice Chair Catherine Malcolm-Brickman, Commissioner Eric Myer, Commissioner Scott Hosfeld and Ex-Officio Member Graeme Clifford (arrived at 6:38 pm)

ABSENT: Chair Richard Gibbs and Commissioner Suzanne Keith-Zimmer

ALSO PRESENT: Amy Crittenden, Recreation Manager; and Brittany Saleaumua, Recording Secretary

APPROVAL OF AGENDA

MOTION Commissioner Myer moved and Commissioner Hosfeld seconded a motion to approve the agenda. The motion carried 3-0, Chair Gibbs and Commissioner Zimmer absent.

REPORT ON POSTING OF AGENDA

Recording Secretary Saleaumua reported that the agenda for the meeting was properly posted on June 24, 2016.

ITEM 1 WRITTEN AND ORAL COMMUNICATIONS FROM THE PUBLIC

ITEM 1.A. PUBLIC COMMENTS

None.

ITEM 1.B. CULTURAL ARTS COMMISSIONERS AND STAFF COMMENTS

1. Commissioner Comments

Commissioner Myer stated he would not be able to attend the meeting in August. He also stated the Concert on the Bluffs was a huge success and felt that the bar has been set very high. He has spoken with several people who attended the concert who all said positive things are asking when the next Concert will be. He congratulated Vice Chair Brickman and Commissioner Hosfeld on doing such an amazing job, he also thanked city staff and the volunteers involved for putting on a wonderful concert.

Commissioner Clifford arrived at 6:38 pm.

Vice Chair Brickman stated it was a pleasure to work with Commissioner Hosfeld on the concert and gave a big thank you to Manager Crittenden who made all of the city involved aspects possible.

Commissioner Hosfeld also thanked Manager Crittenden for all of the work she did and he acknowledged how much needed to be done by city staff in order for the concert to be possible.

Manager Crittenden stated producing the concert would not have been possible without all of the resources and talents of the volunteers who helped put the concert together.

Ex-Officio Commissioner Clifford stated he visited the David Leffel exhibit at Pepperdine and encourages the Commission and others to visit the exhibit if they haven't been. He stated Leffel's work is traditional painting while trying to recreate himself as a Rembrandt style artist.

Vice Chair Brickman expressed her congratulations on the Funny Zoo exhibit. She said because of the attraction the exhibit has had with people, the intent of what Public Art is supposed to do is working. She stated as she was driving up to City Hall she saw someone standing by the rhino and using the Smartphone QR scan to get information.

2. Recreation Manager Updates

Manager Crittenden updated the Commission on the current department organization and let them know Director Stallings will be out on medical leave. She asked them to send good thoughts about his recovery. She stated City Manager Feldman is very excited and pleased with the Commission's accomplishments and projects so far. She stated many residents spoke at the City

Council meeting on June 27, 2016 who expressed their excitement and enjoyment about the Funny Zoo exhibit. There were also positive comments from Councilmembers about the exhibit.

3. Cultural Arts Commission Ad-hoc Committee Reports

A. Legacy Park Art in Public Places

No updates at this time.

B. Concert on the Bluffs

No updates at this time.

C. City Hall Public Art

No updates at this time.

D. Arts in Education

Vice Chair Brickman expressed an interest in recommending the City use funds left (if any) from the Concert on the Bluffs for a student art gallery. When approaching sponsors for the concert, she said one item highly supported by sponsors was Arts in Education. The idea of showing local student's artwork at Pepperdine or a pop-up gallery in an empty storefront would be great for the Malibu community.

Recording Secretary Saleaumua stated that one of the Youth Commission work assignments for this fiscal year is to create an ad-hoc committee that will work with the Cultural Arts Commission with the intent to organize art educational opportunities or an event that showcases middle school and high school students' artwork. She stated the Youth Commission does not meet until September and once that ad-hoc has been created, city staff will arrange a joint meeting.

E. Fundraising

No updates at this time.

ITEM 2 CONSENT CALENDAR

The Consent Calendar consisted of the following items:

A. Approval of Minutes

Staff Recommendation: Approve meeting minutes for the April 26, 2016 Cultural Arts Commission Regular Meeting.

MOTION Commissioner Hosfeld moved and Commissioner Myer seconded a motion to approve the minutes. The motion carried 3-0, Chair Gibbs and Commissioner Zimmer absent.

ITEM 3 OLD BUSINESS

None.

ITEM 4 NEW BUSINESS

A. City Council Assignments from Fiscal Year 2016-17

Staff Recommendation: Review and prioritize assignments for the 2016-17 Fiscal Year.

The Commission prioritized their assignments for the 2016-17 fiscal year as follows:

1. Research the feasibility of creating an independent, nonprofit 501(c)(3) Arts Foundation to work with the City on acquiring grant funding and private donations
2. Provide staff with support and guidance on the implementation of the Legacy Park Art Enhancement Project phasing
3. Facilitate implementation of regular exhibits, utilizing the halls and foyer of the Malibu Civic Theater and Malibu City Hall
4. Review projects for implementation of the City's Public Art Policies and Procedures, in accordance with the Art in Public Places Ordinance
5. Collaborate with local arts-based organizations for the purpose of offering educational outreach programs in Malibu schools
 - Vice Chair Brickman stated the task assignment should read "local arts-based organizations" and not "local arts-based school groups"
6. Provide guidance and input to staff regarding the Malibu Arts and Culture website
7. Create dialogue with local artists to encourage their involvement in the community
8. Work with City staff to produce the annual Concert on the Bluffs for the Malibu community
9. Investigate the potential for a performance and visual arts center in Malibu
10. Offer support to local arts-based organizations by promoting and attending their events and offering networking resources

11. Make bimonthly oral reports to the City Council on Commission activity
12. Submit a mid-year written report to the City Council on Commission activity

Vice Chair Brickman requested to add the feasibility of creating an independent, non-profit as an agenda item for the August meeting.

MOTION Commissioner Myer moved and Vice Chair Brickman seconded a motion to approve the Commission Assignments for the 2016-17 Fiscal Year with the modified changes in task number 5. The motion carried 3-0, Chair Gibbs and Commissioner Zimmer absent.

ITEM 5 ITEMS FOR FUTURE AGENDA

Create ad hoc for foundation agency research
Legacy Park connection

ADJOURNMENT

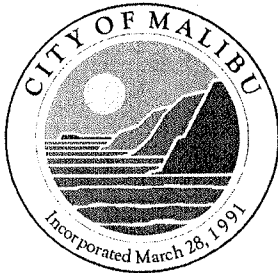
MOTION At 8:23 p.m., Commissioner Hosfeld moved and Commissioner Myer seconded a motion to adjourn the meeting. The motion carried 3-0, Chair Gibbs and Commissioner Zimmer absent.

Approved and adopted by the Cultural Arts Commission of the
City of Malibu on August 23, 2016.

RICHARD GIBBS, Chair

ATTEST:

BRITTANY SALEAUMUA, Recording Secretary



Cultural Arts Commission Agenda Report

To: Chair Gibbs and Members of the Cultural Arts Commission

Prepared by: Amy Crittenden, Recreation Manager *AC*

Approved by: Reva Feldman, City Manager *RF*

Date prepared: August 15, 2016 Meeting date: August 23, 2016

Subject: Concert on the Bluffs Financial Report

RECOMMENDED ACTION: Receive and file the financial report for the Concert on the Bluffs.

DISCUSSION: On June 22, 2015, the City Council approved the Adopted Budget for Fiscal Year 2015-2016, which included \$45,000 to fund the Concert on the Bluffs. However, the initial proposed budget for the event was \$85,000 and Council tasked the Cultural Arts Commission with raising the remainder of the funds needed to hold the concert.

On March 22, 2016, the Cultural Arts Commission reviewed the final event budget of \$90,000, with the event contingent upon the Commission raising the remaining \$45,000 needed to hold the concert. As of March 22, 2016, a total of \$36,000 in sponsorship funding had been raised and the Commission was confident it would be able to raise the remaining \$9,000 needed to fund the concert.

On June 12, 2016, the Concert on the Bluffs was held, with 740 tickets sold, exceeding the projected of 550 tickets. A short cost outline is provided below:

Revenues

Ticket sales	\$15,425
Cash sponsors	\$36,000
Indirect sponsor	\$5,000 (donation went to Malibu Friends of Music)

Expenses \$89,478

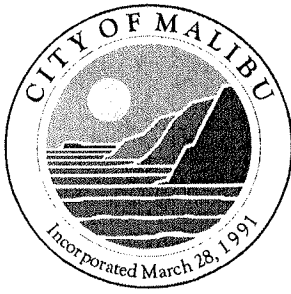
An estimated \$150,000 of in-kind donations were also received, which helped offset the overall expenses considerably. A detailed financial report is provided (Attachment 1) outlining expenses, revenues and sponsorship totals.

The Commission is being asked to receive and file the detailed financial report.

ATTACHMENTS: Concert on the Bluffs Financial Report


Concert on the Bluffs Financial Report


			Actual	Projected
Revenue:				
	Sponsor Donations		\$36,000	\$35,000
	Ticket Sales		\$15,425	\$10,000
Total Revenue			\$51,425	\$45,000
Expenses:				
	Production:			
	Musicians		\$20,865	\$20,000
	Sound		\$12,267	\$12,000
	Stage/Dance Floor		\$15,845	\$11,000
	Ballet		\$10,599	\$10,000
	Instrument Cartridge		\$468	\$3,085
	Production Mgr.		\$925	\$2,500
	Total Production		\$60,969	\$58,585
	Operation:			
	Logistics		\$7,035	\$5,500
	Ticketing		\$46	\$2,500
	Banners		\$4,290	\$3,000
	Advertising/Printing		\$2,749	\$9,500
	Equipment Rentals		\$11,770	\$10,800
	Incidental Unplanned		\$1,342	\$0
	Tranportation		\$1,277	\$0
	Total Operation		\$28,509	\$31,300
	Subtotal		\$89,478	\$89,885
Total Expenses			\$89,478	
Other:				
Indirect Donation (went to MF of music)				\$5,000
In-Kind Donations				\$150,000
Summary				
Revenue			\$51,425	
Expenses			\$89,478	
Total Subsidized by City			\$38,053	
Indirect Donations			\$155,000	
Cost without donations			\$191,000	



Cultural Arts Commission Agenda Report

To: Chair Gibbs and Members of the Cultural Arts Commission

Prepared by: Amy Crittenden, Recreation Manager 

Approved by: Reva Feldman, City Manager 

Date prepared: August 15, 2016 Meeting date: August 23, 2016

Subject: City Hall Art Exhibit Space

RECOMMENDED ACTION: Provide a recommendation to the City Council to 1) Install a photography exhibit featuring Fred Ward's historical work; 2) Approve funding of \$2,000 from Account No. 710-0000-2270-47 (Art Fund) for costs associated with the new exhibit; and 3) Develop a long-term calendar of exhibits.

FUNDING: Funding for the proposed exhibit was not included in the Adopted Budget for Fiscal Year 2016-2017. The estimated cost is \$2,000 for the proposed exhibit which covers installation, marketing and food for the opening. Account No. 710-0000-2270-47 (Arts Fund) currently has \$12,372.45 raised from previous events.

DISCUSSION: At the recommendation of the City Hall Public Art Ad Hoc Committee (Art Ad Hoc), the Commission is being asked to support installing a photography exhibit by well-known photographer Fred Ward. Mr. Ward recently passed away leaving behind 50 years of historical photos which are being offered to the City of Malibu for display. Mr. Ward traveled to more than 130 countries on assignment for TIME, Newsweek, Life, and National Geographic. He photographed U.S. Presidents and pop star icons, including the Beatles' first American concert.

The photography exhibit would utilize the walls in the upper and lower lobby and the hall leading to the Malibu Civic Theatre. City staff has been in contact with the family to work out the details for this exhibit which would include a retrospective memorial of Mr. Ward, who was a Malibu resident.

The Ward family has stated they will be responsible for the printing, mounting and curating of the exhibit and will also contribute to the cost of food for the opening.

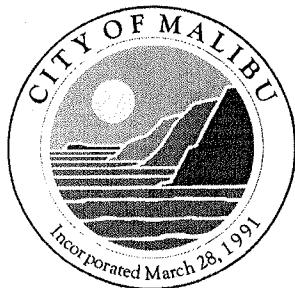
The current City Hall atrium exhibit, Art of the Board, will be taken down on September 16 and 17. The proposed installation dates for the photography exhibit are October 1 to January 13, 2017, with the exhibit opening and retrospective memorial of Fred Ward being held on October 1 from 2:30pm to 6:00pm.

The Art Ad Hoc has also discussed hosting a separate installation utilizing the hanging system in the City Hall atrium to display artistic and unique kites. Commissioner Myer contacted the family of Tyrus Wong who is a 104 year old artist, illustrator, designer and calligrapher, and has been making amazing kites for 50 years. There has been no commitment from Mr. Wong and staff has several details to work out before continuing to pursue the possibility of this installation.

City staff is recommending the Commission put together a long-term calendar of potential exhibit ideas so staff and Art Ad Hoc members can prepare future exhibits in a timely manner. This will also help with budgeting for future City Hall exhibits.

The Commission should discuss ideas for future exhibits and direct City staff to work with the Art Ad Hoc on creating a long-term calendar.


ATTACHMENTS: None



Cultural Arts Commission Agenda Report

To: Chair Gibbs and Members of the Cultural Arts Commission

Prepared by: Amy Crittenden, Recreation Manager

Approved by: Reva Feldman, City Manager 

Date prepared: August 15, 2016 Meeting date: August 23, 2016

Subject: Arts Foundation Ad Hoc Committee

RECOMMENDED ACTION: Create and assign two Commissioners to the Arts Foundation Ad Hoc Committee.

DISCUSSION: On June 13, 2016, the City Council approved the Fiscal Year 2016-2017 Cultural Arts Commission work plan assignments. One of the assigned tasks is to research the feasibility of creating an independent, non-profit 501(c)(3) Arts Foundation to work with the City on acquiring grant funding and private donations.

In the Arts Task Force Report presented to City Council on April 9, 2012, the report recommended the City investigate the possibility of collaborating or establishing a non-profit entity to assist with funding the arts in Malibu. In the past two years, the Commission has discussed the need to look into the potential of finding an independent non-profit source that can assist with procuring grants that require a 501(c)(3) status.

The Commission is being asked to create the Arts Foundation Ad Hoc Committee and assign two Commissioners who will work closely with City staff on the work plan item. The Ad Hoc Committee would report back to the Commission, which would then consider making a recommendation to the Council regarding the formation of a new Arts Foundation.

ATTACHMENTS: Excerpt from City of Malibu Cultural Arts Report, April 9, 2012

2. Host ongoing town hall meetings and stakeholder summits to keep the community involved, knowledgeable, and to provide an ongoing dialogue on the progress of the City's Cultural Arts Program, as well as to solicit public and stakeholder input.
3. Complete an annual evaluation on whether the recommendations set forth in this report have been achieved. The results of these evaluations can be published as an annual addendum to the Cultural Arts Report.
4. Study the feasibility of replacing the bulletin board structure at the northwest corner of Webb Way and Pacific Coast Highway with a visible and updated marquee that can be used to advertise events in the city.

Wish List

1. Consider the feasibility of forming or collaborating with a nonprofit arm that will assist with funding the Cultural Arts Commission.
2. The City Council could issue annual proclamations pertaining to various cultural arts months to publicize the Cultural Arts Program. This is an important step in building partnerships with other cities and organizations, which also participate in and promote publicity for arts in their communities.
3. Develop a first draft of a working budget for the Public Art Program (with the assistance of Parks and Recreation staff).
4. Establish an arts mentor / education program for Malibu schools. This community has an abundant supply of artists that could be involved in a mentoring program.
5. Engage Malibu's youth by collaborating with the City of Malibu Harry Barovsky Memorial Youth Commission on programs geared toward cultural arts.
6. Identify and compile a comprehensive list of sites in the city that could be beautified by the installation of new public art.
7. Create a program or event to collaborate with One Book, One City month.
8. Promote the purchase of Arts license plates, which contribute funds to the California Arts Council (CAC). The CAC has an incentive program that will pay a portion of this generated revenue back to the City, which encourages people to buy the plates.
9. Encourage residents to check the Arts Contribution box on their tax returns.
10. Participate in the LA Stage Arts Census.
11. Contact ExperienceLA.com and petition to have Malibu placed on the list of cities for which the public can search for arts and culture event calendars and programs. The majority of the other cities in Los Angeles County appear on this website's search engine but Malibu does not.
12. Apply for the "California Arts Council - Creating Public Value" program for 2013.